

Garbo Is Here at Loew's, Toronto—Meet the Queen of Sweden!

CANADIAN MOVING PICTURE DIGEST

Vol. 25, No. 44

TORONTO 2, CANADA

February 24th, 1934



A MERGER

that makes the biggest
industry news in many
months! It affects you!

-(See Inside Cover)

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CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2

“Hey...diddle...diddle
‘THE CAT AND THE FIDDLE’
The PREVIEW...was a WOW!”



They positively cheered! Never such a Preview in Hollywood history. Because "Cat and the Fiddle" is all Youth, Gayety, Romance, Melody... a super-musical with a glorious love story. When Ramon Novarro sings those Jerome Kern heart-songs to Jeanette MacDonald your pulse quickens! In the cast, Frank Morgan, Charles Butterworth, Jean Hersholt, Vivienne Segal. Great directorial job by W. K. Howard. The play ran 2 years on Broadway!

Ramon **NOVARRO**—Jeanette **MacDONALD**
CAT AND THE FIDDLE
it's M-G-M music for your box-office!

"Catherine the Great" Comes to the Uptown, Toronto. A Regal British Korda Masterpiece

Canadian Moving Picture DIGEST

*Established in 1915 for
Exhibitors*

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RAY LEWIS
Editor and Managing Director

*Published by Canadian
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259 Spadina Ave. Toronto

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"ESKIMO" HELD OVER



METRO - Goldwyn-Mayer's superb epic of the north, "Eskimo", was held over for a second week at the Uptown Theatre, Toronto, playing to excellent business and giving the enthusiastic lovers of "Eskimo" an opportunity to come again with their friends.

If bad news travels fast, we assure you good news of good pictures travels faster. Exhibitors across Canada have an opportunity in "Eskimo" to sign their name to a public statement, "We are proud to present 'Eskimo'".

Incidentally here is a picture of ice and snow, with everybody wrapped up in furs to their eyebrows; and yet no langorous or tropical picture could be more sensuously appealing for the warmth of its love and the romanticism of its story appeal.

Had Elinor Glyn met "Mala" before she wrote "Three Weeks", she would have written a story "Valhalla Mala".

"HEY-DIDDLE-DIDDLE"

IT'S a nursery rhyme, it's not an English expression, but it belongs to "The Cat and The Fiddle", which belong to Leo, the Lion. Ramon burns while Jeanette fiddles. That is, Ramon Novarro sings burning love songs while Jeanette MacDonald coyly toys with his love impulses!

Exhibitors, in Motion Picture language we have here a success which made Hollywood cheer. Wire Hollywood, the Mayor of the city, wire Louis Mayer, wire W. K. Howard, wire Howard Dietz, in fact don't be bashful, wire the President, Mr. Nicholas Schenck. The replies will be unanimous, "Ramon Novarro and Jeanette MacDonald in 'The Cat and The Fiddle' is the kind of music whose notes are bank-notes."

"I'LL BE SEEING YOU"

NO, it's not Ray Lewis who will be seeing you, but the little lady on the Warner Bros. advertisement.

Ask me confidentially, "Ain't she sweet"? And not so confidentially, because it's now public property and no secret, are Warner Bros. producing box-office winners? Take a look at the list. Incidentally, any company that can walk past a red hole of eight million dollars, fill in the gap and show a profit, has to have not only good pictures to make the grade, but big ones.

It's up to you, Exhibitors, don't look a gift horse in the mouth!

BITING THE FEEDING HAND.

THERE has been a tremendous amount of anti-Motion Picture propaganda calling for stricter censorship ever since the suggestion publicly appeared in connection with a Censorship Appeal Board.

It is a pity! There is so much unemployment today, so much Depression, lack of business, that there is reason for a justifiable indignation at anyone who tends to set into motion any propaganda which might injure business.

The greatest menace in Canada today, in any country is the impoverishment of citizens, the lack of employment, with the demoralizing effects of Relief for healthy people able to work, if only work could be found for them!

Come with your editor into hovels where a whole family of adult children, little children, father and mother occupy one sleeping room. There never was a Motion Picture produced which was as unmoral and immoral as this sordid picture of life!



RAY



RAY LEWIS

PRESENTS

IT is unfortunate that Canadian picture enterprise continues to get into legal difficulties whenever it raises its picture-head.

At different times in Canada promoters have endeavoured to launch a Canadian Motion Picture producing company, or shall we say, at different times promoters have endeavoured and have succeeded in securing Canadian capital for such enterprise.

The "Carry On Sergeant" attempt left a bad taste in many mouths. Years ago Shipman's efforts across Canada, resulted in many Canadian shareholders, but where are the dividends for capital invested?

The Studio, partially constructed, along the Highway is another Canadian picture "flop" with a few "suckers" still looking around for their investment.

The "hurrah" Quebec picture production enterprise, with air squadrons as a background, and big U.S. stars dying to appear in Canadian pictures, not forgetting the big ball which took place is still a still-born idea, albeit it started off "crying out loud".

The latest legal difficulty presents itself in connection with the Commonwealth Productions Limited, of Victoria, B.C. It is stated that P. J. Sinnott, counsel for Michael Heppell and Barrett Webb, who are alleged to have been engaged in connection with the production of "The Crimson Paradise" was granted an order recently, for the appointment of an interim receiver for the Commonwealth Productions of Victoria, B.C.

The order was granted by Mr. Justice H. B. Robertson, in Victoria, after a hearing. During the hearing, Mr. Harold Drummond-Hay's affidavit was read, and this document stated that a petition in bankruptcy has been filed against the company and this bankruptcy petition came before the court.

The court learned that Mr. Heppell and Mr. Webb hold a judgment against the Commonwealth for \$700.00. This judgment was secured in the County Court in January. The Court further learned that George C. Cherer under a garnishee order of January 31st, attached all the money in the bank to the credit of the Commonwealth. The grand total was \$27.00.

THE interim receivership asks for an order to prevent the only assets which the Company has from being removed. Mr. Drummond-Hay's affidavit reads as follows: "The Commonwealth Productions have practically no assets except two motion pictures known as "The Crimson Paradise", and "The Black Robe", the former being a completed picture of doubtful value, and the latter being incomplete, and which I believe to be the only valuable asset belonging to the company.

The uncompleted picture, "The Black Robe" appears to be an asset. Altogether it looks like a "pain in the Kishkes" for Commonwealth. There is much trouble which is "Common" but no "Wealth". And now in connection with Canadian feature picture production, where are we?

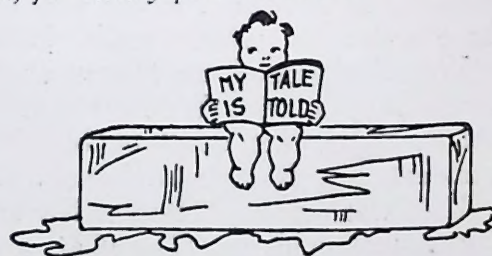
THE newly decorated Carlton, Toronto, re-opened its doors with British pictures as part of an announced all-British chain of theatres plan for Canada. Somewhere in my memory I appear to remember the all-British chain of theatres as an idea. However, here it is introduced as the Hanson Theatres Ltd. The theatre had a most representative audience for its first opening, and how the residents of Ward Two, famous for its Women of Ward Two, must have gasped when they beheld red carpet right across the front of the theatre to the end of the sidewalk, and a canopy.

Mr. Arthur R. Lee, American representative of the British-Gaumont Pictures, and R. P. Baker of the Associated Talking Pictures, were in Toronto and at the Carlton for the occasion. Cables were read containing best wishes from "across the pond" by Mr. Earl Lawson, M.P., who said, "We believe this will be a forward movement in the exhibition of British pictures. In opening and establishing this theatre, which we believe is the first of many, we hope there will be a showing of exclusively British pictures. D. B. Kinnaird is manager.

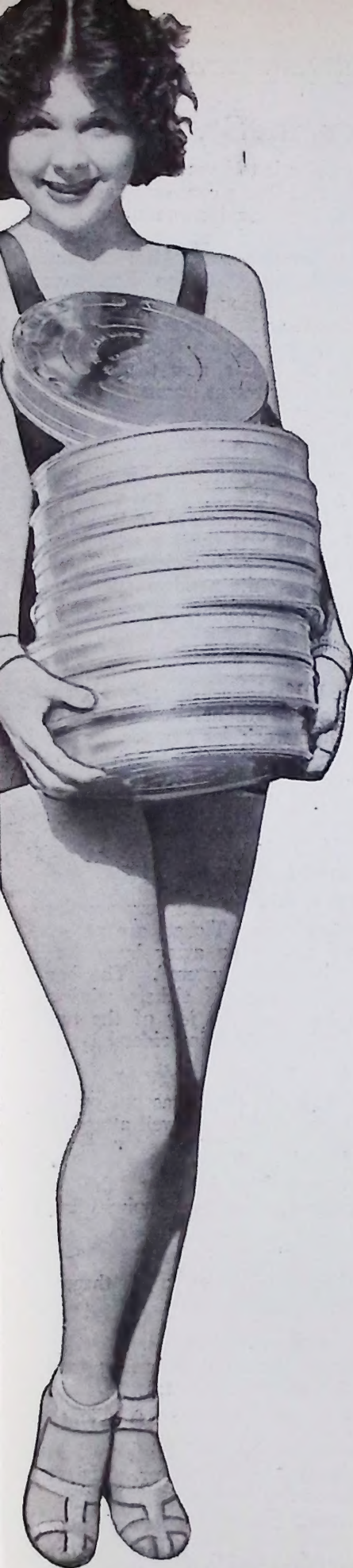
Believe it or not, Oscar, I carried a lorgnette and smelling salts. Haskell Masters and Colonel John Cooper were both in tails, you know, waiters' uniforms. The Daughters of the Empire and the Daughters of Canada were there. The Sons of Canada, the Cabinet Ministers, Motion Picture Magnates and Canada's Blue Book, all looking rosy on the prospect of Beer and Wine by the glass, were all there.

Major Boylen, Chairman of the Censor Board, was on the screen and in person. Major Patton, of the Motion Picture Bureau, was beaming.

You picked a tough ward for money, Oscar, but here's hoping jobs are around the corner, so that you may replace invited guests of distinction, for sweaty paid customers.



Amos and Andy, Shea's Hippodrome, Toronto, together with Great Bill Pack Theatre



I'll be seeing you
MARCH 6TH

at the big

*National Trade Exhibit
of Spring Product*

where

WARNER BROS.

will show you what to use for MONEY this coming season, including

"Wonder Bar"

Chatterton in "Journal of a Crime"

"As the Earth Turns"

Cagney in "Jimmy the Gent"

Stanwyck in "Gambling Lady"

Hal LeRoy in "Harold Teen"

You owe it to your box-office to get this advance slant on your major attractions for the next 3 months—a running start on ideas and promotion plans for the most important shows you'll get this spring. The Exhibit will be held simultaneously

In All Warner Exchange Cities

Just mail the coupon below to your exchange manager and you'll be all set for the big show! He'll make special arrangements for your hotel and other accommodations. But **DO IT NOW!**

I'll be there!

Name _____

Theatre _____

City _____

The First Hundred Years Will Be the Hardest

(Special to Digest from Winnipeg)

EVERY time the censorship of Hollywood productions comes to the fore, Canada for obvious reasons is interested. The latest meeting devoted to this topic held in New York, got around to the delegates saying what they thought about the censors, which seemed to be plenty. Elmer Rice, who may be prejudiced, being a playwright, proclaimed that all censors were "either neurotic or crooked". He didn't think pictures would improve under their guidance. The NRA representative, S. A. Rosenblatt, refused to be drawn into that argument, but contented himself with observing that it was "fundamentally a question of raising public taste".

When it got around to the clergy the barometer started to rise. Bishop Francis McConnell believed there was a "better and constantly improving tone all along the line". The Bishop went back quite a way to bolster up his opinion. There was a time, he said, when "Huckleberry Finn" was banned by public libraries, so opinions as well as presentations may develop. His Lordship would, however, like a higher order of pathos. He resented he said, "being made to cry" over situations which did not "merit tears". That's that, and he also objected to being asked to laugh over something not even faintly amusing.

Then a professor, Dr. Frederic Thrasher of New York University, took the discussion in hand. He felt that the motion pictures were of value as an educative force and had an effect on human character, but definite returns were difficult to come by. But the Professor had the main obstacles ticketed. They are ethnocentrism or the tendency of a group to exalt its own characteristics at the expense of others; conservatism, or belief in the past for its own sake; misdirected sentiment and vested interests fearful of the loss of power, prestige or profit.

In brief, what appears to be the matter with the moving pictures is the human beings which produce them and the human beings which form the audiences. The Censors are doubtless somewhere in the picture but their lot cannot be described as an exactly happy one.

Another learned gentleman, Dr. F. D. McClusky, did hold but some hope. He said it took mankind 3,000 years to perfect a book as a medium of instruction (an optimistic description of the average text-book by the way). So apparently the first hundred years of the moving picture is going to be the hardest.

Four Empress Boats Present Talking Pictures

THAT comfort in ocean travel is fast giving way to luxury is established by the fact that the world-famous Pacific Fleet of the Canadian Pacific Steamships Limited, has now been equipped for sound and talking pictures, with complete "Voice of Action" Sound Systems supplied by the Northern Electric Company Limited.

When the four Empress boats, "Canada", "Asia", "Russia", and "Japan" docked at their home port, Vancouver, this month, a squad of men under the able direction of J. R. Bain, District Operating Supervisor of the Northern Electric Sound Engineering Staff in British Columbia, swarmed aboard with drills and cables and equipment. By the time each vessel was ready to put to sea again a complete up-to-date equipment for the showing of Sound and Talking Pictures was added to the ship's appointments; and Charlie Chaplin, Harold Lloyd, Maurice Chevalier and Mae West, are now regular shipmates of ocean travellers, even if their names are not found on the passenger lists.

Ten Organizations' Representatives, Niagara Falls, Meet to Resolve for Stricter Movie Censorship

Fairweather in St. John

IT is rumoured that Saint John is to have a new theatre. This is borne out by the fact that a company has been formed and has recently applied for incorporation, it is called the Saint John Amusement Company Limited. Those asking for the incorporation were Miss Audrey H. Webb, Stenographer; and Paul C. Quinn, Barrister; both of Saint John. Letters of incorporation were granted recently by the Government at Fredericton, N.B.

When Mr. Quinn was interviewed on the subject he stated that there are plans to open a new theatre, but would give no further details at present, saying the project is in a formative stage.

* * * *

It is also stated that plans are perfected for the enlargement of the Mayfair Theatre, St. John, so as to make room for some hundred or so more seats. The Mayfair, showing as it does most of the big attractions for second runs, has gained quite a clientele and "Let's go to the Mayfair" has become quite a slogan, not only among the people in its immediate neighbourhood, but all over the city of St. John.

* * * *

Mr. F. G. Spencer gave half of the proceeds of every ticket sold by the members of the Animal Rescue League for the benefit of this splendid work for our four-footed friends. The picture shown was "By Candlelight", and the evening your correspondent was there (for of course I could not miss anything like that) an extra reel was given, "Taking the dog for a walk", which proved most popular among all lovers of "Man's First Friend".

* * * *

The Capitol Theatre has been running a very popular prize-giving affair for the children. Tickets are passed out at the wicket and are also given away by a Dry Cleaning establishment, "The New System". The boy or girl having the largest number of tickets wins a Speed O'Bike, and great has been the joy of the two youngsters who have so far won these joy-riders.

* * * *

Also at the Capitol, a midnight show was put on by the Trade and Labour Council which was well attended.

* * * *

L. Rosenfield of Toronto arrived in Saint John recently to take over the management of the Empire Films Ltd.

* * * *

Mr. J. Liscombe has installed Talkies in his theatre at New Dominion, N.S.

* * * *

We understand that Meyer Herschorn is having good success with the new theatre opened at Dartmouth, N.S.

* * * *

The old Scotia on Barrington Street, Halifax, N.S., has recently been opened by Mr. M. S. Walker, manager of the Imperial at Sackville, N.S.

Northern Electric Installed Capitol, Campbelltown, N.B.

F. G. Spencer Company, Limited, who operated the Opera House in Campbellton, N.B., which was destroyed by fire recently, has leased another house which will be known as the Capitol. Installation of a Northern Electric Sound System Equipment is now under way.



Show Business



"Queen Christina" Enthusiastically Received

A reception rivalling its brilliant success at the Astor Theatre, New York, where a \$2 top engagement was recently completed, was given "Queen Christina" following its West Coast premiere at Grauman's Chinese Theatre where one of Hollywood's most select and colorful audiences cheered the production.

Vagabonds to Show Exclusive Russian Soviet Films

The Van Beuren Corporation has purchased from Miss Margaret Bourke White, noted woman photographer, 2,000 feet of film showing scenes in present day Russia and the progress made in that country under the Soviet regime.

John Halliday Added to Cast "Return of Terror"

John Halliday has been added to the cast of Warner Bros. "The Return of the Terror", based on Edgar Wallace's novel. Others in the cast of the picture are Mary Astor, Lyle Talbot and Frank McHugh.

"The Mystery of Mr. X" has been named by Metro-Goldwyn-Mayer as final title for Robert Montgomery's new starring picture. This was formerly known as "The Mystery of the Dead Police".

Six Major Films in Production at RKO

The RKO Radio Pictures' studios in Hollywood have embarked upon one of the most pretentious production programs of the year. Six feature productions are now in work including four prominent major films which started this week.

The new major films which have just gone into work include, "Of Human Bondage", starring Leslie Howard; "Dover Road", with the popular stars of "Cavalcade", Clive Brook and Diana Wynyard sharing starring honors; "Stingaree", which is to re-unite Richard Dix and Irene Dunne for the first time since their sensational appearance in "Cimarron"; and the Jimmy Durante musical production, "Strictly Dynamite".

"Grasshopper and the Ant" Disney's Latest

In his latest Silly Symphony, "Grasshopper and the Ants", Walt Disney has again brought into play his original technique of translating by means of colors the emotions and physical feelings of his cartoon characters. In "Three Little Pigs", the Wolf blew until he was "blue in the face". In "Grasshopper and the Ants", the fiddling Grasshopper staggers through the snow until he "turns purple with the cold".

All Walt Disney productions are released by United Artists.

"A Cup of Kindness", the next Tom Walls-Ralph Lynn comedy, for Gaumont-British will shortly go into production at Shepherd's Bush.

Gloria Swanson Signs Contract with M-G-M

Signing of a contract with Gloria Swanson is announced by Metro-Goldwyn-Mayer. Although no definite decision has been reached as to her first picture under this new contract, it is considered likely that she may do a new screen adaptation of Elinor Glyn's "Three Weeks", with Irving Thalberg as producing supervisor.

Carl Laemmle to Re-issue "All Quiet" as War Film

With the outbreak of civil war in Austria and the resultant tension among other nations of the world, Carl Laemmle feels that it is time to re-issue "All Quiet on the Western Front", the classic war picture of all time.

In regard to the re-issue of his war film, Carl Laemmle said over the radio, station WEAF, Tuesday night:

"If people today saw 'All Quiet on the Western Front', they would think less about going to war."

Metro-Goldwyn-Mayer's decision to award the title role in "The Merry Widow" to Jeanette MacDonald ends a long period of uncertainty as to who would play the feminine lead in this much-discussed new screen presentation of Franz Lehar's famous operetta.

"Wonder Bar", First National's all-star musical picture based on the international stage success, will have its Broadway premiere on Wednesday evening, February 28th, at the Strand Theatre.

COMPLETE Theatre Equipment and Supplies

Projectors and Parts.
Motor Generators.
Sound Screens.
Lenses, Carbons, etc.
Everything for the Theatre
from Sheet to Street.

Coleman Electric Co.

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TORONTO, ONT.

Toronto Theatres

LOEWS—Manager Jules Bernstein—Constance Bennett in "Moulin Rouge", a United Artists - 20th Century release.

IMPERIAL—Manager Jack Arthur — The Paramount production, "Six of a Kind", with Burns and Allen.

TIVOLI—Manager Alfred Sedgwick — Eddie Cantor in "Roman Scandals", a United Artists production.

SHEA'S — Manager Jerry Shea — "Orient Express", Fox picture, with Norman Foster.

UPTOWN—Manager Tom Daley — Second week for "Eskimo", produced by Metro-Goldwyn-Mayer.

Judge Thomas Acquits Two of Unlawful Picketing Gregory Theatre, Hamilton Test Case

Here's What Roly Young, the Well Known Dramatic Critic, Said in The Toronto Mail and Empire of February 22nd--

"Catherine the Great" is coming. It is, to my mind, the most notable advance the screen has made since the advent of talking pictures. Why such an extravagant statement, you ask? Because, for the first time, in "Catherine the Great" we have a film which not only plays on your emotions, it plays on your brain; it makes you forget that you are looking at a picture and transports you to the actual scene and persons of the story. The cult of the legitimate stage has always maintained that the motion picture could never be anything more than a shadow. Catherine, as portrayed by Elizabeth Bergner, is no mere shadow on a white screen—she's a living vibrant personality, you are conscious of her presence in the theatre, she is as near to you as the person in the next seat. Don't ask me how the illusion has been captured. I don't know. I suspect it is a combination of the genius of Alexander Korda, the producer, and the superb artistry of Miss Bergner. Fortunately, however, the illusion is not confined to the one character. It permeates the entire company. Douglas Fairbanks, Jr., is not the young man who has cavorted through innumerable Hollywood films; he IS the mad Grand Duke Peter. Then again there is Flora Robson as the Empress Elizabeth, a figure which dominates the story until her death. Miss Robson is the star of the Old Vic in London of whom Charles Laughton said, in accounting for turning down huge Hollywood offers, "One of my chief reasons for accepting this engagement is that it gave me a chance to play opposite Flora Robson, who is, in my opinion, one of the greatest artistes of all times." Irene Vanbrugh, another brilliant light of the London stage, appears briefly. Gerald du Maurier is also in the cast.

"The Most Notable Advance in Motion Picture Production Since the Advent of Talking Pictures."

Catherine the Great

with

Elizabeth Bergner

and

Douglas Fairbanks Jr.

Produced by Alexander Korda

Most Lavishly Produced, Georgeously Mounted and Dramatically Acted Picture in All History!

It's Going to Smash All Canadian Box Office Records!

Regal Films Limited

Sole Canadian Distributors